

Message Text

UNCLASSIFIED

PAGE 01 BELGRA 03991 140951Z

50

ACTION EUR-25

INFO OCT-01 ISO-00 EB-11 DRC-01 CIAE-00 INR-11 NSAE-00

RSC-01 SIL-01 LAB-06 PA-04 PRS-01 /062 W

----- 063595

R 140910Z AUG 74

FM AMEMBASSY BELGRADE

TO SECSTATE WASHDC 0249

INFO USDOC WASHDC

USIA WASHDC

USDA WASHDC

AMCONGEN ZAGREB UNN

UNCLAS BELGRADE 3991

E.O. 11652: N/A

TAGS: BEXP, YO, BTIO EEWT

SUBJ: NOVI SAD FAIR 1975

SUMMARY: WE BELIEVE USG MUST PARTICIPATE IN MAY 1975 NOVI SAD FAIR TO REINFORCE MARKETING POSITION IN LUCRATIVE YUGOSLAV AGRICULTURAL SECTOR. MISSION PREPARED ORGANIZE USDA/COMMERCE/USIA EXHIBIT AT MINIMUM COST TO WASHINGTON. ACTION REQUESTED: WASHINGTON APPROVAL AND MODEST ALLOTMENT BY SEPTEMBER 1. END SUMMARY.

1. WASHINGTON AGENCIES ARE AWARE THAT NOVI SAD IS YUGOSLAVIA'S MOST IMPORTANT AGRICULTURAL FAIR. IMPORTANCE OF U.S. PARTICIPATION WAS CONFIRMED BY LAST YEAR'S SHOWING, LARGELY MISSION ORGANIZED, AT WHICH ABOUT \$3 MILLION IN FIRM CONTRACTS WERE SIGNED ON THE USDA AND INDUSTRIAL SIDE AND SEVERAL MILLION DOLLARS MORE WERE PROJECTED IN FUTURE SALES. THOUGH WE UNDERSTAND THE U.S. SUPPLY SITUATION IS TEMPORARILY SOMEWHAT TIGHT, IT WOULD BE SHORTSIGHTED TO PASS UP THE OPPORTUNITY TO MAINTAIN OUR BRIDGEHEAD IN THE AGRICULTURAL SECTOR. ON THE INDUSTRIAL SIDE WE RANK AGRICULTURAL MACHINERY AND EQUIPMENT AS OUR SECOND PRIORITY PRODUCT FOR EXPORT PROMOTION. PROSPECTS ON THE AGRICULTURAL SIDE ARE ALSO ENCOURAGING.

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 BELGRA 03991 140951Z

2. MISSION IS PREPARED TO ORGANIZE PARTICIPATION IN 1975

NOVI SAD FAIRAT MODEST COST TO WASHINGTON. WE PROPOSE UTILIZATION OF A CHOICE 1500 M2 LOCATION WITH A 900 M2 PAVILION IN THE INTERNATIONAL AREA. PARTICIPATION WOULD BE AS FOLLOWS:

A) USIA TO PROVIDE AS CENTERPIECE THE AGRICULTURAL EXHIBIT BEING INAUGURATED THIS SEPTEMBER AT PLOVDIV (ABOUT 500 M2). USIS WOULD ASSIST WITH DESIGN AND LAYOUT OF THE COMPLETE NOVI SAD EXHIBIT.

B) THE DEPARTMENT OF AGRICULTURE TO TAKE SPACE FOR FAS/COOPERATORS (100M2 OR MORE).

C) THE DEPARTMENT OF COMMERCE TO PROVIDE A CATALOGUE SHOW FEATURING AGRICULTURAL MACHINERY (100 M2), AND SEND AN INDUSTRY REPRESENTATIVE TO THE FAIR, IN ADDITION TO PUBLICIZING AVAILABILITY OF DISPLAY SPACE FOR U.S. PRODUCTS.

D) THE MISSION TO RECRUIT INDUSTRY EXHIBITORS FOR THE REMAINING PAVILION SPACE AND 600 M2 OF OUTSIDE AREA.

3. THE COST OF PARTICIPATION WOULD BE APPORTIONED AMONG THE PARTICIPANTS, WITH U.S. COMPANIES IN THE EXHIBIT PAYING DIRECT COSTS FOR SPACE AND A FAIR SHARE OF OTHER EXPENSES, INCLUDING REPRESENTATION. USIS WILL PAY FOR ITS PARTICIPATION WITH GOE FUNDS. COMMERCE SHOULD ALLOCATE \$3500 FOR THE CATALOGUE SHOW AND STATE IS ASKED TO PROVIDE A \$2000 INCREASE IN THE EMBASSY'S PROGRAM ALLOTMENT TO COVER PROMOTION EXPENSES TRAVEL EXPENSES PER DIEM AND COMMUNICATION FOR THE FAIR. WE BELIEVE USDA HAS ALREADY PROJECTED FUNDS FOR ITS PARTICIPATION.

4. WE URGENTLY NEED WASHINGTON APPROVAL NO LATER THAN SEPTEMBER 1 RPT SEPTEMBER 1 TO INDUCE FAIR TO PROVIDE US CHOICE LOCATION ALREADY TENTATIVELY COMMITTED TO ANOTHER EXHIBITOR.

5. ACTION REQUESTED: EMBASS REQUESTS WASHINGTON AGENCIES APPROVE ABOVE PLAN AND STATE AND COMMERCE APPROVE NECESSARY FUNDS.
TOON

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 14 AUG 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974BELGRA03991
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740223-0043
From: BELGRADE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740849/aaaabqdz.tel
Line Count: 97
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: izenbei0
Review Comment: n/a
Review Content Flags:
Review Date: 03 JUN 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <03 JUN 2002 by reddocgw>; APPROVED <23 JAN 2003 by izenbei0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: NOVI SAD FAIR 1975 SUMMARY: WE BELIEVE USG MUST PARTICIPATE IN MAY 1975 NOVI SAD
TAGS: BEXP, BTIO, EEW, YO
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005